Amendments to the Claims

This listing of the claims will replace all prior versions, and listings, of claims in the application.

1.   (Original) A method for providing performance based referral credit based on user transactions utilizing a network comprising:

(a) allowing a referring entity to present a publication, the referring entity being assigned a unique identifier associated with the publication;

(b) receiving input from a user for subscribing to the publication utilizing a network;

(c) assigning a tracking code that traces to the user input and the unique identifier;

(d) forwarding the publication to the user based on the user input utilizing the network;

(e) allowing the user to select an entity associated with the publication; and

(f) identifying the tracking code when the user conducts a transaction with the entity in order to provide a credit to the referring entity.

2.   (Original) A method as recited in claim 1, wherein the publication includes at least one of a newsletter and an e-mail announcement.

3.   (Original) A method as recited in claim 1, wherein the user input includes an email address.

4.   (Original) A method as recited in claim 1, wherein the entity associated with the publication is represented by at least one of a link, an advertisement, contact information, an input button, a script, and a drop down menu.

5.   (Original) A method as recited in claim 1, wherein the network includes at least one of a wide area network and a local area network.

6.   (Original) A method as recited in claim 1, further comprising providing

compensation for the credit of the referring entity.

7. (Original) A method as recited in claim 6, wherein the compensation includes monetary compensation, return referrals, discounted services, and no-charge services.

8. (Original) A method as recited in claim 1, wherein the tracking code includes the unique identifier.

9. (Original) A system for providing performance based referral compensation comprising:

(a) a server for providing access to a publication presented by a referring entity and for receiving input from a user for subscribing to the publication;

(b) a database coupled to the server for storing a unique identifier assigned to the referring entity in association with the publication and a tracking code that traces to the user input and the unique identifier;

(c) a computing device coupled to the server for forwarding the publication to the user based on the user input and for allowing the user to select an entity associated with the publication; and

(d) an engine for identifying the tracking code when the user conducts a transaction with the entity.

10. (Original) A system as recited in claim 9, wherein the publication includes at least one of a newsletter and an email announcement.

11. (Original) A system as recited in claim 9, wherein the user input includes an email address.

12. (Original) A system as recited in claim 9, wherein the entity associated with the publication is represented by at least one of a link, an advertisement, contact information, an input button, a script, and a drop down menu.

13. (Original) A system as recited in claim 9, wherein the network includes at least one of a wide area network and a local area network.

14. (Original) A system as recited in claim 9, further comprising providing compensation for the credit of the referring entity.

15. (Original) A system as recited in claim 14, wherein the compensation includes monetary compensation, return referrals, discounted services, and no-charge services.

16. (Currently amended) A computer program ~~embodied~~ stored on a computer readable medium that is interacting with a computer processor ~~for providing~~ to provide performance based referral credit based on user transactions comprising:

    (a) a code segment that allows a referring entity to present a publication, the referring entity being assigned a unique identifier associated with the publication;

    (b) a code segment that receives input from a user for subscribing to the publication utilizing a network;

    (c) a code segment that assigns a tracking code that traces to the user input and the unique identifier;

    (d) a code segment that forwards the publication to the user based on the user input;

    (e) a code segment that allows the user to select an entity associated with the publication utilizing the network; and

    (f) a code segment that identifies the tracking code when the user conducts a transaction with the entity in order to provide a credit to the referring entity.

17. (Original) A computer program as recited in claim 16, wherein the publication includes at least one of a newsletter and an email announcement.

18. (Original) A computer program as recited in claim 16, wherein the user input

includes an email address.

19. (Original) A computer program as recited in claim 16, wherein the entity associated with the publication is represented by at least one of a link, an advertisement, contact information, an input button, a script, and a drop down menu.

20. (Original) A computer program as recited in claim 16, wherein the network includes at least one of a wide area network and a local area network.

21. (Original) A computer program as recited in claim 16, further comprising providing compensation for the credit of the referring entity.

22. (Original) A computer program as recited in claim 21, wherein the compensation includes monetary compensation, return referrals, discounted services, and no-charge services.

23. (Original) A computer program as recited in claim 22, wherein the tracking code includes the unique identifier.

24. (Original) An apparatus for providing performance based referral credit based on user transactions comprising:

(a) means for allowing a referring entity to present a publication, the referring entity being assigned a unique identifier associated with the publication;

(b) means for receiving input from a user for subscribing to the publication utilizing a network;

(c) means for assigning a tracking code that traces to the user input and the unique identifier;

(d) means for forwarding the publication to the user based on the user input utilizing the network;

(e) means for allowing the user to select an entity associated with the publication;

and

(f) means for identifying the tracking code when the user conducts a transaction with the entity in order to provide a credit to the referring entity.

25. (Original) An apparatus as recited in claim 24, wherein the publication includes at least one of a newsletter and an email announcement.

26. (Original) An apparatus as recited in claim 24, wherein the user input includes an e-mail address.

27. (Original) An apparatus as recited in claim 24, wherein the entity associated with the publication is represented by at least one of a link, an advertisement, contact information, an input button, a script, and a drop down menu.

28. (Original) An apparatus as recited in claim 24, wherein the network includes at least one of a wide area network and a local area network.

29. (Original) An apparatus as recited in claim 24, further comprising providing compensation for the credit of the referring entity.

30. (Original) An apparatus as recited in claim 29, wherein the compensation includes monetary compensation, return referrals, discounted services, and no-charge services.

31. (Original) An apparatus as recited in claim 24, wherein the tracking code includes the unique identifier.

32. (Original) A method for providing performance based referral credit based on user transactions comprising:

(a) allowing a referring entity to present a publication utilizing a network, the referring entity being assigned a unique identifier associated with the publication;

(b) allowing a user to conduct a transaction utilizing the publication; and

(c) identifying the unique identifier when the user conducts the transaction in order to provide a credit to the referring entity for the user transaction.

33. (Original) A method as recited in claim 32, wherein the publication includes at least one of a newsletter and an e-mail announcement.

34. (Original) A method as recited in claim 32, further comprising allowing the user to subscribe to the publication.

35. (Original) A method as recited in claim 34, wherein the user subscription includes identifying information associated with the user including an email address.

36. (Original) A method as recited in claim 32, wherein the user conducts the transaction utilizing the publication via at least one of a link, an advertisement, an input button, a script, and a drop down menu.

37. (Original) A method as recited in claim 32, wherein the network includes at least one of a wide area network and a local area network.

38. (Original) A method as recited in claim 32, further comprising providing compensation for the credit of the referring entity.

39. (Original) A method as recited in claim 32, wherein the compensation includes monetary compensation, return referrals, discounted services, and no-charge services.

40. (Original) A method as recited in claim 32, wherein the unique identifier includes a tracking code.

41. (Original) A method as recited in claim 32, further comprising providing a tracking

code including the unique identifier to credit the referring entity with the user transaction.

42. (Original) A method for providing performance based referral credit based on user transactions utilizing a network comprising:

(a) assigning a unique identifier to a referring entity;

(b) allowing the referring entity to present a publication utilizing a network;

(c) receiving input from a user for subscribing to the publication;

(d) assigning a tracking code that traces to the user input and the unique identifier;

(e) storing the user input, the unique identifier, and the tracking code in a database that correlates the user input and the unique identifier with the tracking code;

(f) forwarding the publication to the user based on the user input utilizing the network;

(g) allowing the user to select an entity associated with the publication;

(h) allowing the user to visit the entity associated with the publication;

(i) receiving an indication that the user conducts a transaction with the entity associated with the publication;

(j) identifying the tracking code when the user conducts the transaction with the entity in order to provide a credit to the referring entity; and

(k) providing compensation to the referring entity based on the credit.

43. (Original) A method as recited in claim 42, wherein the publication includes at least one of a newsletter and an email announcement.

44. (Original) A method as recited in claim 42, wherein the user input includes an email address.

45. (Original) A method as recited in claim 42, wherein the visits the entity associated with the publication via at least one of a link, an advertisement, an input button, a script, and a drop down menu.

46. (Original) A method as recited in claim 42, wherein the network includes at least one of a wide area network and a local area network.

47. (Original) A method as recited in claim 42, wherein the compensation includes monetary compensation, return referrals, discounted services, and no-charge services.

48. (Original) A method as recited in claim 32, wherein the tracking code includes the unique identifier.

49. (Original) A method for providing performance based referral credit based on user transactions utilizing a network comprising:

    (a) receiving a unique identifier associated with a publication from an entity for whom the publication is being marketed;

    (b) displaying an offer for a subscription to the publication to a user utilizing a network;

    (c) receiving input from the user for subscribing to the publication;

    (d) forwarding the publication to the user utilizing the network;

    (e) allowing the user to conduct a transaction utilizing the publication; and

    (f) receiving a credit for the transaction based on the unique identifier associated with the publication.

50. (Original) A method as recited in claim 49, wherein the offer for a subscription to the publication is displayed on a website of a referring entity.

51. (Original) A method as recited in claim 49, wherein the input from the user is transferred to the entity for whom the publication is being marketed.

52. (Original) A method as recited in claim 49, wherein the entity for whom the publication is being marketed provides links to the user for conducting the transaction

with an entity associated with the link.

53. (Original) A method as recited in claim 52, wherein the entity for whom the publication is being marketed provides compensation based on the credit for the transaction.